

February 5, 1941

Mr. David Lyons
Biow Company, Inc.
9 Rockefeller Plaza
New York, N.Y.

Dear Mr. Lyons:

Yesterday, during a talk with Lou Bloch, he suggested that I write you in order to find out more definitely if 'Phillip Morris' has as yet decided to open a campaign in Princeton. I would greatly appreciate it if you could give me some sort of information on this. Last term we had a small local concern who sponsored the "news" and who has decided to continue if 'Phillip Morris' does not take it. Naturally we will wait as long as there is any possibility of your taking it for your advertising is the type we want and it would mean much more to us.

If there is any more information that you would like or if there is any way that I personally can help, I hope you will feel free to call upon me.

Very truly yours,

Addison R. Taylor,
Sales Director